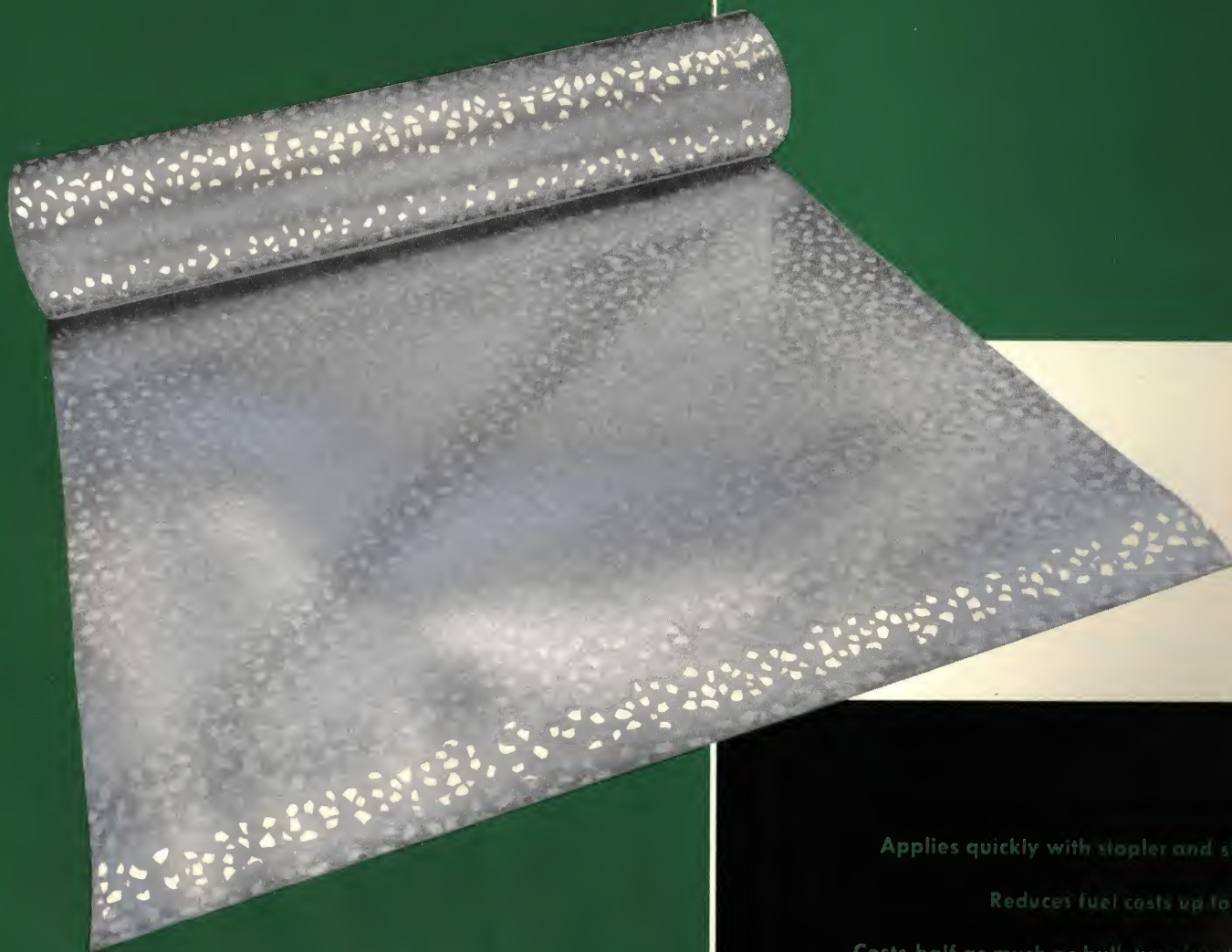


REYNOLDS ALUMINUM REFLECTIVE INSULATION



INSULATION EFFICIENCY WITHOUT BULK
...THE PERFECT VAPOR BARRIER

Applies quickly with squeegee and shears

Reduces fuel costs up to 30%

Costs half as much as bulk type insulation

Reduces temperatures up to 15° in summer

Maintains efficiency indefinitely

Extremely low heat storage capacity

Embossed for added beauty and rigidity

REYNOLDS ALUMINUM REFLECTIVE INSULATION

WHERE IT IS USED...

Existing Homes: Between rafters, in ceilings, over crawl spaces, behind radiators, as decorations in game rooms, as lining for pantry shelves and closets, under residing and re-roofing.

New Homes: Walls, floors and ceiling construction. As a vapor barrier in laying hardwood floors or linoleum.

Commercial Units: Under roof decks of cast gypsum, flexi-core, metal, cement tile, kaylo tile, light aggregate, sand and gravel, vermiculate or wood. In walls, ceilings and floors. As a vapor barrier in applying wall board, loose rock wool, rock wool batts and cork.

Farm Structures: In walls and ceilings. Under residing and reroofing. As a vapor barrier protection in chicken and duck houses, cow barns, incubators, brooders, apple and potato storage houses, seed bins and tobacco curing barns.

Other Applications. To cure concrete in road building, as a lining for concrete forms, as insulation of knee walls, as retainer for rock wool, as insulation and vapor proofing of domestic refrigerators, freezer and locker storage plants, as insulation for trucks, trailers, refrigerator freight cars and busses, hot water heaters, cold water coolers, as insulation wherever radiant heat is used, as decoration in store windows and ceilings.

CEILINGS



In Ceilings. Reynolds Aluminum Reflective Insulation is bowed between ceiling joists. Application is done along bottom of ceiling joists in new construction, and along top of joists in unfloored attic for existing homes. Use 36" wide insulation in ceilings when ceiling joists are on 16" centers.

FLOORS



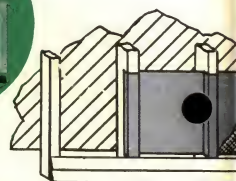
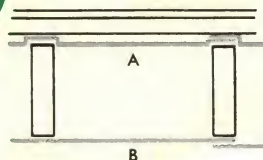
In Floors. In new construction, insulation can be bowed between floor joists before floor is laid (photo above; alternate "A", below). Alternate "B", below, illustrates usual method of installation over crawl spaces. Since bowing is not required, 33" wide insulation is used here for floor joists on 16" centers.

WALLS



In Walls. Where Reynolds Aluminum Reflective Insulation is to be covered with finished wall (photo, above; drawing, below) recess insulation to leave at least $\frac{3}{4}$ inch air space on both sides. Use 36" wide insulation for studs on 16" centers.

TO OBTAIN FULL INSULATING VALUE, PROVIDE AN AIR SPACE FACING



USE IT TO SAVE FUEL IN WINTER

... TO KEEP COOL IN SUMMER

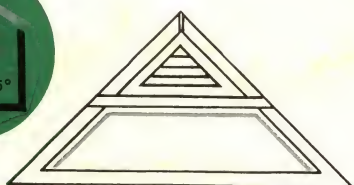
Reynolds Aluminum Reflective Insulation is the pacemaker in the modern conception of insulation efficiency without bulk. This perfect vapor barrier holds its shape year after year . . . holds its reflective efficiency, too, in spite of dust and age. Yet Reynolds Aluminum Reflective Insulation is available at about half the cost of conventional bulk insulation . . . a new and welcome saving to builders and home owners. Reynolds Aluminum Reflective Insulation is composed of "solid sheets" of *Lifetime* Aluminum bonded to tough, kraft paper for ease in handling. Available embossed in two styles: with the aluminum bonded to one or both sides of kraft sheet.

ATTICS



In Attics. Insulation is simply stapled over roof rafters. Use 33" wide insulation for rafters on 16" centers, 25" insulation for rafters on 24" centers. Ventilation above collar joists is important. If collar joists are missing, install them. If attic is to be finished, bow between rafters using 36" wide insulation for rafters on 16" centers.

EACH FOIL SURFACE



SPECIFICATIONS

Insulation shall be applied where shown on architects plans and specifications. Material shall be Reynolds Aluminum Reflective Insulation, Type B or C as required. Material shall be applied according to Reynolds suggested application procedures, parallel to framing members and with an air space on one or both sides. (Detailed specifications available on request.)

TYPE B



Weight: 15 lbs. per roll

TYPE C



Weight: 11 lbs. per roll

Both types available in roll widths of 25", 33" and 36".

Coverage: 250 sq. ft. per roll.

INSULATING VALUES IN TYPICAL CONSTRUCTION AS SHOWN IN ASH&VE GUIDE, 1949

Data from tests conducted by Professors Gordon B. Wilkes, Massachusetts Institute of Technology, and F. G. Hechler and E. R. Queer, Pennsylvania State College.

LOCATION AND POSITION OF AIR SPACE	SEASONAL HEAT FLOW	CONDUCTANCE (C) NUMBER OF AIR SPACES			RESISTANCE (1 C) NUMBER OF AIR SPACES		
		1	2	3	1	2	3
Rafter Space (8 in.)							
Horizontal	Winter		0.27	0.17		3.70	5.88
Horizontal	Summer		0.09	0.06		11.11	16.67
30 deg. slope	Winter		0.25	0.16		4.00	6.25
30 deg. slope	Summer		0.13	0.09		7.69	11.11
Stud Space (3 5/8 in.)	Winter and Summer						
Vertical		0.34	0.21	0.13	2.94	4.76	7.69
Joists over crawl space	Winter		0.10	0.07		10.00	14.30

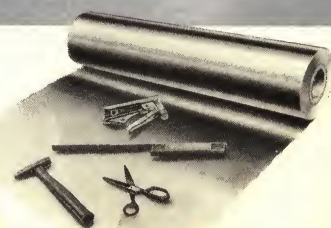
1 air space—One layer single-faced Reynolds Reflective Insulation (Type C)

2 air spaces—One layer double-faced Reynolds Reflective Insulation (Type B)

3 air spaces—One layer Type B and One layer Type C, equally spaced.

EASY TO APPLY

Reynolds Aluminum Reflective Insulation is installed with minimum equipment and expense. Tools include knife or shears, stapler or tack hammer and rule. Professional and non-professional builders alike find directions easy to follow; application rapid and clean.





REYNOLDS ALUMINUM REFLECTIVE INSULATION

A low cost insulation . . . and a perfect vapor barrier

CUTS MILDEW AND DAMPNES

Reynolds Aluminum Reflective Insulation gives protection against much of the dampness that mildews shoes and clothing, books, suitcases and other items stored away in musty closets.

REDUCES INNER-WALL CONDENSATION

Reynolds Aluminum Reflective Insulation provides a dryer, healthier atmosphere in your home, prevents much of the dampness that ruins wallpaper and decays structural timbers.

PROTECTION FOR BULK INSULATION

When bulk type insulation is desired, the use of Reynolds Aluminum Reflective Insulation is strongly recommended. It acts as an effective vapor barrier to prevent the bulk insulation from absorbing moisture and thus losing its efficiency.

MOISTURE VAPOR TRANSMISSION *

MATERIAL	GRAINS SQ. FT. HR. (IN. HG)
Reynolds Reflective Insulation (Type B)	0.10
Gypsum lath, with Al. backing	0.25
Brick masonry, 4-in.	1.08
Plaster, two coats Al. paint	1.15
Duplex paper 30-30-30	1.95
Pine lap siding	4.9
Plywood, 1/4 in., Douglas fir, soybean glue, plain	5.4
Plaster, wood lath	11.0
Slater's felt	15.0
Plastered wall, no paint, plasterboard lath	20.0
Mineral wool, unprotected, 4 in.	29.0
Insulating lath and sheathing, board type	30.0
Kraft paper, 1 sheet	82.5

*Average values obtained from Report BMS63, National Bureau of Standards.

THE MOST
COMPLETE LINE
OF ALUMINUM
BUILDING
PRODUCTS

CORRUGATED ROOFING AND SIDING • NAILS
RIBBED EMBOSSED SIDING • WEATHERBOARD SIDING
WINDOWS • 5-V CRIMP ROOFING AND SIDING
GUTTERS AND DOWNSPOUTS • FLASHING
INDUSTRIAL CORRUGATED • REFLECTIVE INSULATION
COMPLETE ROOFING AND SIDING ACCESSORIES



REYNOLDS METALS COMPANY

(Contact your nearest Building Products Sales Office listed below or write direct to Building Products Division, 2000 So. Ninth Street, Louisville 1, Kentucky.)

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Reynolds Reflective Insulation paid for itself in less than one year, according to the owner of this large Chicago garage.